

ABSTRACT OF THE DISCLOSURE

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The present invention is directed to a low emissivity, low shading coefficient, low reflectance multi-layer coating and coated article having a visible light transmittance of greater than about 50%, preferably greater than about 55%, a shading coefficient of less than about 0.33 and an exterior reflectance of less than about 30%. The coated article, e.g. an IG unit, has a substrate with a first antireflective layer deposited over the substrate. A first infrared reflective layer is deposited over the first antireflective layer and a first primer layer is deposited over the first infrared reflective layer. A second antireflective layer is deposited over the first primer layer and a second infrared reflective layer is deposited over the second antireflective layer. A second primer layer is deposited over the second infrared reflective layer and a third antireflective layer is deposited over the second primer layer, such that the coated article has a transmittance greater than about 55%, a shading coefficient of less than about 0.33 and a reflectance of less than about 30%. A protective overcoat, e.g. an oxide or oxynitride of titanium or silicon, and/or solvent soluble organic film former may be deposited over the third antireflective layer.